

# Global Coding and Marking Market 2023-2029

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## Abstracts

Coding and marking refer to the process of printing or labeling products and packaging with specific types of information such as barcodes, lot numbers, expiration dates, or other identifying marks. This process is used to track products, ensure safety and compliance, enable traceability in the supply chain, and provide important information to consumers. Different coding and marking technologies are available to suit different applications and materials. Some common technologies include inkjet printing, thermal transfer printing, laser marking, and label applicators. Each technology uses different methods and materials to produce the required information on the product or package. Coding and marking play an essential role in various industries such as food and beverage, pharmaceuticals, cosmetics, and electronics. In the food and beverage industry, for example, coding and marking is used to label products with their nutritional information, ingredients, and expiration dates. In the pharmaceutical industry, coding and marking is used to track and trace drugs throughout the supply chain and to prevent counterfeiting. The global coding and marking market is likely to register a CAGR of over 7.27% with an incremental growth of USD 3.6 billion during the forecast period 2023-2029. Major market growth driving factors for the coding and marking industry include the rising demand for reliable product identification and branding, as well as the growing need for traceability and increased productivity and efficiency in manufacturing processes. Major market growth driving factors for the coding and marking industry include the rising demand for reliable product identification and branding, as well as the growing need for traceability and increased productivity and efficiency in manufacturing processes.

The report covers market size and growth, segmentation, regional breakdowns, competitive landscape, trends and strategies for global coding and marking market. It presents a quantitative analysis of the market to enable stakeholders to capitalize on the prevailing market opportunities. The report also identifies top segments for opportunities and strategies based on market trends and leading competitors'

approaches.

This industry report offers market estimates and forecasts of the global market, followed by a detailed analysis of the technology, product mix, end user, and region. The global market for coding and marking can be segmented by technology: continuous inkjet (CIJ), laser, piezo inkjet (PIJ), print-and-apply labeling machines (PALM), thermal inkjet (TIJ), thermal transfer overprinting (TTO), valve inkjet (VIJ). The CIJ technology segment captured the largest share of the market in 2022. Coding and marking market is further segmented by product mix: consumables, equipment, spare parts and aftermarket. The consumables segment held the largest share of the global coding and marking market in 2022 and is anticipated to hold its share during the forecast period. Based on end user, the coding and marking market is segmented into: automotive, chemicals and construction, electrical and electronics, food and beverages, healthcare, others. In 2022, the food and beverages segment made up the largest share of revenue generated by the coding and marking market. On the basis of region, the coding and marking market also can be divided into: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America. Among these, Asia-Pacific was accounted for the highest revenue generator in 2022.

### Market Segmentation

By technology: continuous inkjet (CIJ), laser, piezo inkjet (PIJ), print-and-apply labeling machines (PALM), thermal inkjet (TIJ), thermal transfer overprinting (TTO), valve inkjet (VIJ)

By product mix: consumables, equipment, spare parts and aftermarket

By end user: automotive, chemicals and construction, electrical and electronics, food and beverages, healthcare, others

By region: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America

The report also provides a detailed analysis of several leading coding and marking market vendors that include ANSER Coding Inc., B.V. Korthofah, Brother Industries, Ltd., Control Print Ltd., Danaher Corporation, Dover Corporation, Hitachi, Ltd., Iconotech, ID Technology, LLC., Illinois Tool Works Inc., InkJet, Inc., Keyence Corporation, Koeng & Bauer AG, MACSA ID, S.A., Matthews International Corporation, Paul Leibinger GmbH & Co. KG, REA Elektronik GmbH, Sato Holdings Corp., Universal Labeling Systems Inc., Xaar plc., among others. In this report, key players and their strategies are thoroughly analyzed to understand the competitive outlook of the market.

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### Scope of the Report

To analyze and forecast the market size of the global coding and marking market.

To classify and forecast the global coding and marking market based on technology, product mix, end user, region.

To identify drivers and challenges for the global coding and marking market.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global coding and marking market.

To identify and analyze the profile of leading players operating in the global coding and marking market.

### Why Choose This Report

Gain a reliable outlook of the global coding and marking market forecasts from 2023 to 2029 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

Print authentication provided for the single-user license.

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ANSER Coding Inc.  
B.V. Korthofah  
Brother Industries, Ltd.  
Control Print Ltd.  
Danaher Corporation  
Dover Corporation  
Hitachi, Ltd.  
Iconotech  
ID Technology, LLC.  
Illinois Tool Works Inc.  
InkJet, Inc.  
Keyence Corporation  
Koeng & Bauer AG  
MACSA ID, S.A.  
Matthews International Corporation  
Paul Leibinger GmbH & Co. KG  
REA Elektronik GmbH  
Sato Holdings Corp.  
Universal Labeling Systems Inc.  
Xaar plc.

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